

Benchmark de negocio y visual

Con base en el análisis de la competencia, se llegó a la conclusión de que, en cuanto a diseño visual en la página web, existen algunas carencias visuales en la mayoría: demasiado texto y poca imagen. El estilo suele ser de los "2000", lo cual hace que se vea antiguo y poco confiable, ¿por qué? porque da la impresión errónea de que no está cuidada ni actualizada, pudiendo generar incongruencia con lo que dicen vender "seguridad".

La gran carga de texto, la tipografía y el tamaño no se consideran las adecuadas, según Jimdo el 55% de los usuarios pasan 15 segundos o menos en una página web (2020). Además, puede resultar complicado para la persona leer letras pequeñas, aunandole el estilo de tipografía y la cantidad de texto será negativo. En cuanto al Navigation Bar, la distribución se puede apreciar inadecuada y con colores que no combinan y roban la atención.

Otro punto importante que se analizó es que, al ingresar a la página web, la URL no tiene un Favicon, esto es un punto malo puesto que hace lucir descuidado y anticuado.

Así mismo, se investigó si las empresas del giro tenían aplicaciones para el móvil. Sí cuentan con aplicaciones, sin embargo, no son aptas para entrar en la categoría de resposivas, pues resultan poco atractivas: no hay un buen hamburguer menu, no cuentan con una landing page que te manda directo al menú, lo cual podría confundir al usuario y generarle malestar. No hay iconos facilitadores y la tipografía es pequeña.

Target

Nuestro target son personas mayores y negocios familiares, pertenecientes a un NSE medio - alto.

El rango de edad es de 32-46, esto se considera porque, las personas de 32 años suelen acercarse más a sus mejores años de ingresos y tienen la futura tarea de hacerse cargo de sus padres. En cuanto a las personas de 46, es porque una considerable parte de la población tiene esta edad, además de que comienzan a planear más sobre su retiro, de igual manera, suelen ser personas que sustentan un hogar.



Style Guide

Aa
Poppins

Aa
Poppins

Title:

H1: Main heading

H2: Sub heading

H3: Heading

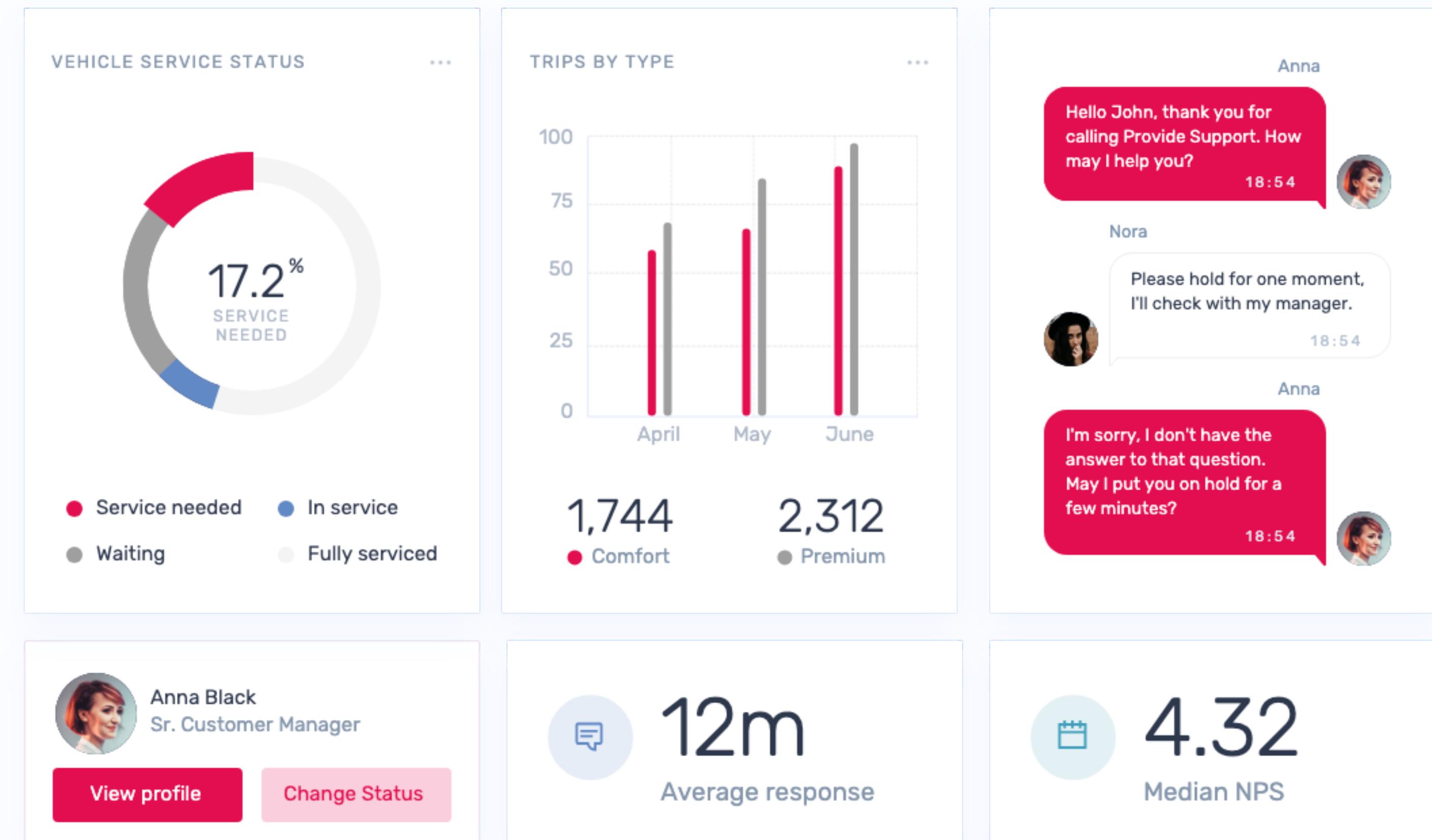
H4: Sub heading

Paragraph:

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce bibendum urna condimentum purus fermentum rutrum. Sed vel pulvinar ex. Proin sagittis enim ut volutpat ornare.

Font Family:
Poppins
Styles:
SemiBold

Font Family:
Poppins
Styles:
Regular
SemiBold





Pablo Casado

Edad: 30 años

Estado: Soltero

Hijos: 0

Genero: Masculino

Ocupación: Maestro de educación física.

Comportamientos

- Prefiere buscar información en internet, ya que le causa conflicto hablar con los agentes de las aseguradoras.
- Le gusta comparar ofertas.
- Suele buscar el riesgo en todo servicio y/o producto que va adquirir.
- Desea obtener información concreta y concisa.

Pain points

- Tiende a sobresaturarse de información y esto le genera molestia.
- Considera que los agentes ocultan información para realizar la venta y obtener su cuota.
- Piensa que es complicado obtener reseñas de clientes acerca de las polizas.



Jaime DuPoint

Edad: 53 años

Estado: Casado

Hijos: 2 Hijas pequeñas

Genero: Masculino

Ocupación: Director de equipo de fútbol

Comportamientos

- Para tomar decisiones importantes suele recurrir a su círculo de personas de confianza
- Realiza investigaciones en internet sobre la información de las aseguradoras, entre estas investigaciones, suele buscar reseñas de clientes.
- Elige agentes que son recomendados por su círculo de confianza.

Pain points

- No le gusta la complejidad de la información acerca de las aseguradoras.
- Suele ser receloso y desconfiado con los aseguradores.
- Tiende a perderse en los detalles.
- No discrimina información importante.
- Preocupaciones por tener que adaptarse a un nuevo agente.



Mónica González

Edad: 28 años

Estado: Casada

Hijos: 0

Género: Femenino

Ocupación: Organizadora
de eventos

Comportamientos

- Le gusta aprender sobre el tema de las polizas
- Busca información en internet.
- Pide recomendaciones a amigos y familiares.
- Prefiere hablar con una agente, ya que desde su punto de vista le es más fácil socializar con una persona de su mismo género.
- Se siente cómoda hablando cara a cara.

Pain points

- Se sobrecarga de información.
- Con frecuencia tiene que explicar los términos a sus co-workers

URL

<https://xd.adobe.com/view/fb152919-7fdc-4c12-ba5f-8a13b3c984b0-ae46/>

Moodboard

The screenshot shows the eventhelper.com website. A quote for "Special Event Insurance" is displayed, detailing coverage for a wedding in California for one day. The quote amount is \$66.35. The page also features sections for "Our Event Liability Insurance" and highlights "Quick & Easy", "Affordable", and "Unbeatable Service". A toll-free number (800) 622-7370 is provided for quotes.

The screenshot shows the Sadler Sports & Recreation Insurance website. It features a banner about sports insurance savings and a "Choose Below For Instant Quote" button. Below the banner, there are links for various categories like Association Programs, Teams & Leagues, By Sport, Camps & Tournaments, Individual Instructors, Sports/Facilities/Schools, Fitness, Special Events & Entertainment, Outdoors, Agents & Brokers, and Other.

Sports insurance and recreation insurance specialists offering general liability, accident, directors & officers liability, crime, and equipment as well as risk management assistance.

ASSOCIATIONS THAT ENDORSE US



Sadler Sports Insurance Risk Management Content

Access our industry leading risk management programs, videos, forms and articles.

John M. Sadler, JD, CIC

- Sports & Recreation Insurance Specialist with 26 Years of Experience
- Risk Manager
- Attorney (Graduated 1986 from Univ. of S.C. School of Law)
- Nationally Recognized Speaker and



coverwallet

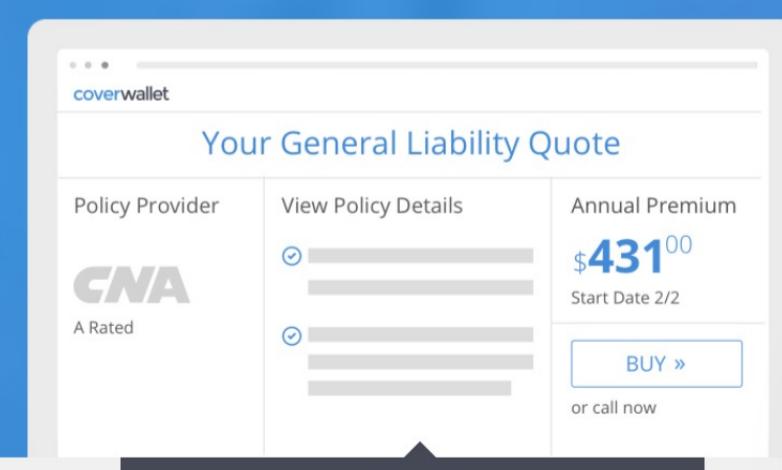
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Start with your zip code to compare car insurance:		
45030		
START SAVING		
★★★★★		Been Here Before? Get Back to My Quotes



As seen in

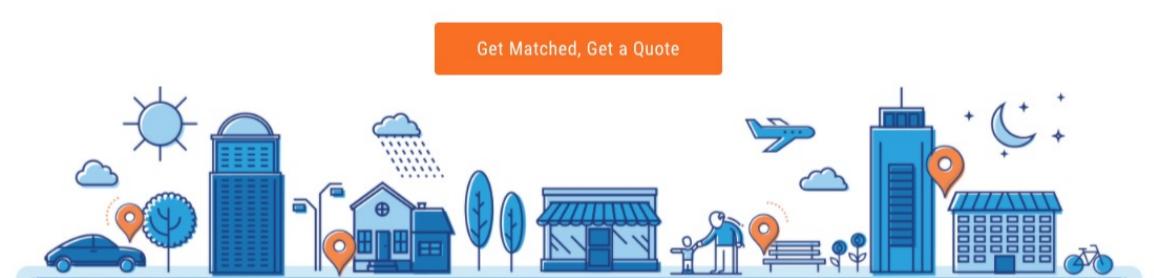


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Total fund claimed
\$ 2,626,00

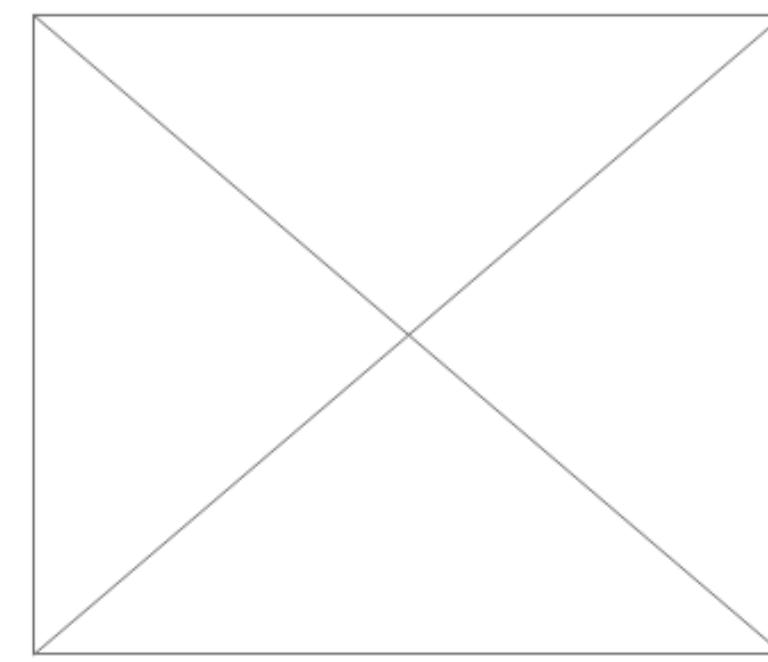
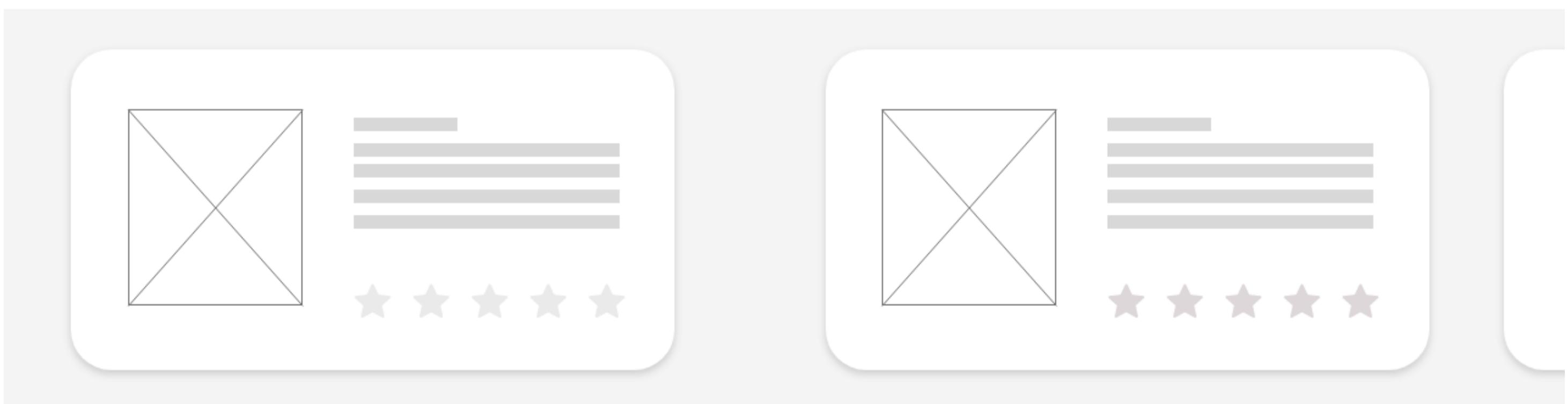
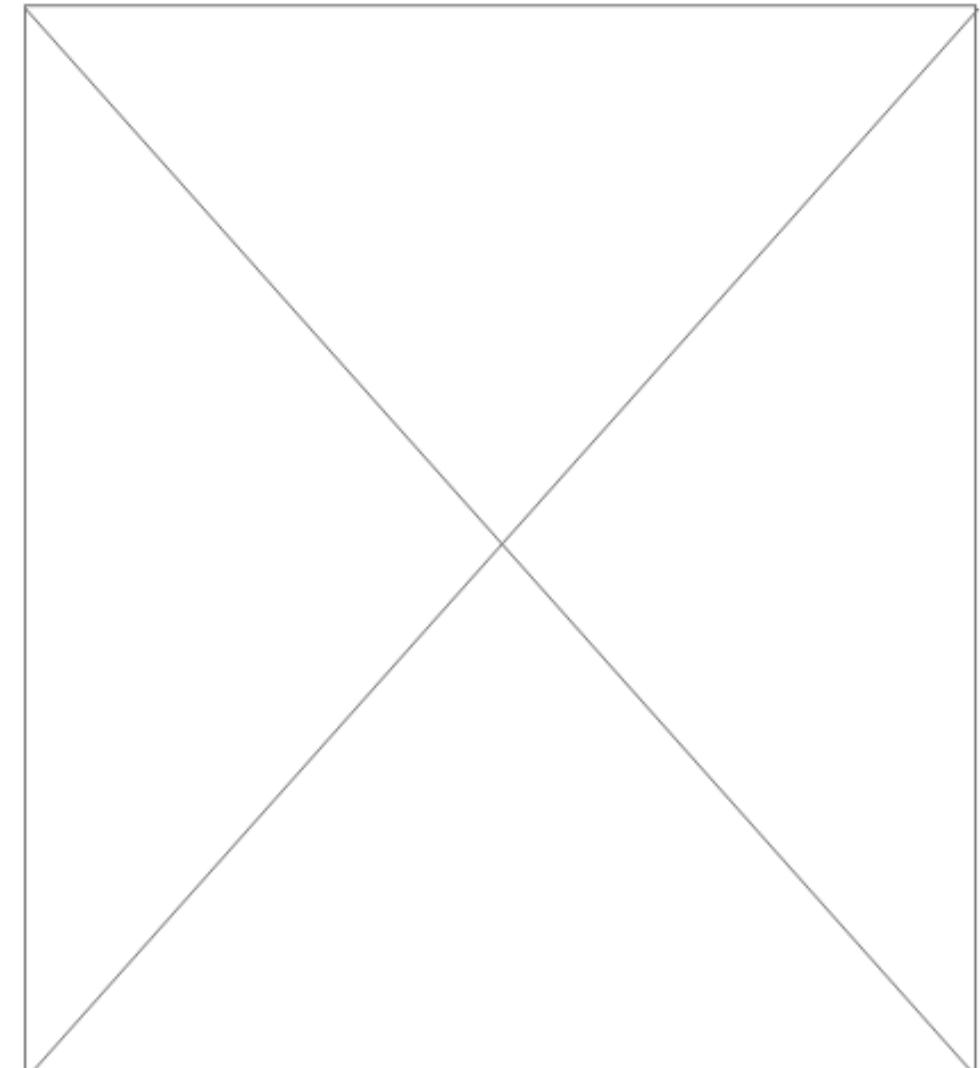
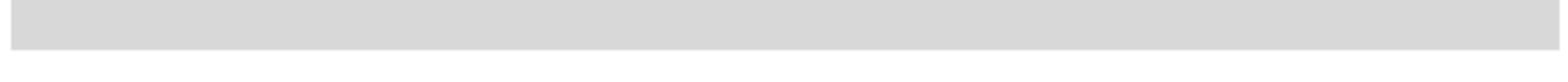
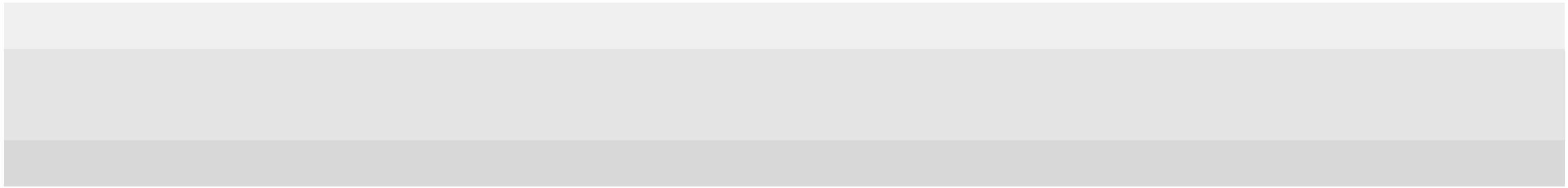
Our partners

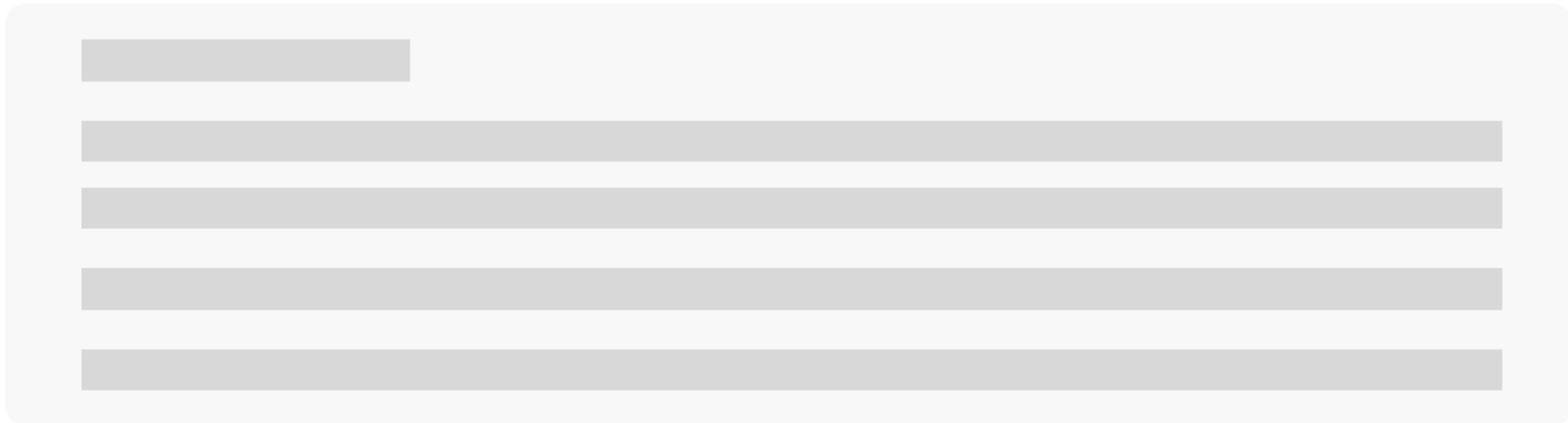
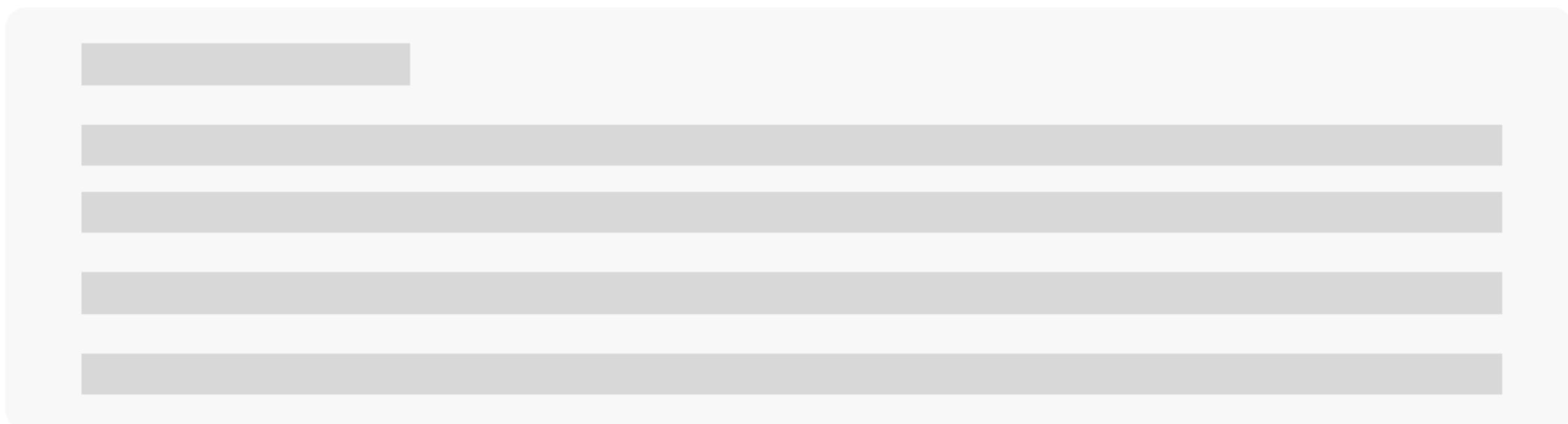
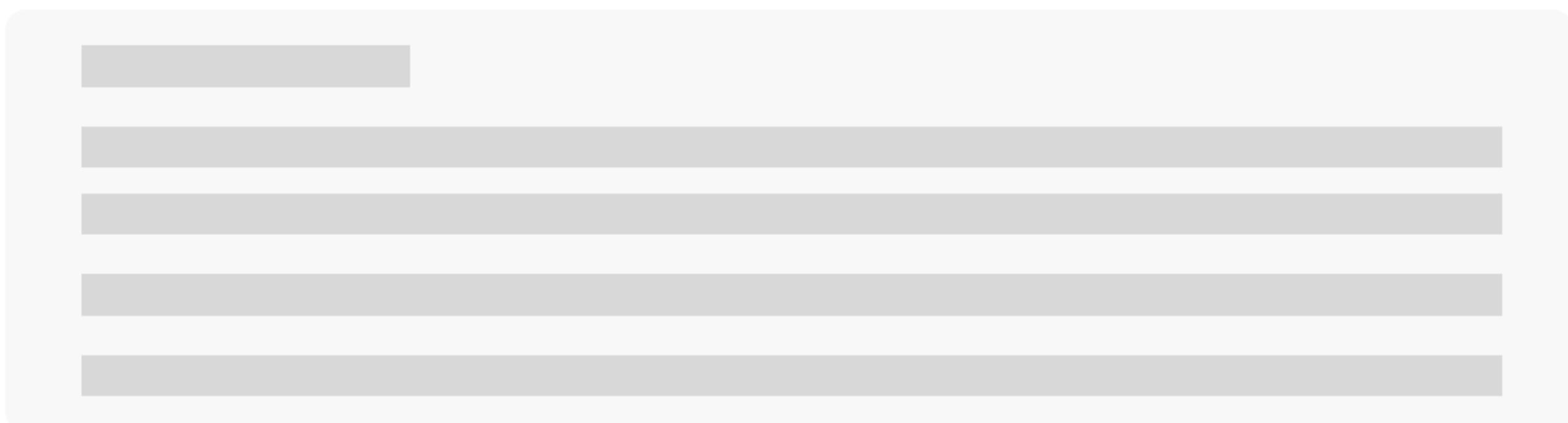
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Health







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K&K Insurance is dedicated to insuring the world's fun. Since 1952 K&K has provided insurance products and claims services for the motorsports, sports, leisure, recreation and event industries; our underwriting team is ready to assist organizations with general liability and property coverage as the U.S. reopens for activities

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Quick & Easy Process

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Testimonials



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Why Choose Us

For over 65 years, K&K Insurance has been recognized as the leading provider of sports, leisure and entertainment insurance products. As one of the largest Managing General Underwriters in the United States, we perform a variety of traditional insurance company functions on behalf of the insurance companies we represent, allowing us to provide exceptional service in: program development; sales & marketing; underwriting; policy issuance & administration; loss control; and claims.



Amateur Sports- Teams, Leagues & Associations

This program is designed for U.S.-based teams, leagues, clubs and associations conducting youth or adult amateur sports activities. Coverage provided under this program includes important liability protection for the organization, including its employees and volunteers, for liability claims arising out of its operations. For eligible sports and age groups reported to K&K, covered operations consist of your scheduled, sanctioned, approved, organized and supervised practices, try-outs, clinics, games, play-offs and tournaments in which you participate or host. In addition, coverage is provided for your registrations, meetings, concession stand operations, parades in which you participate, picnics, award banquets and ceremonies and incidental fund-raising activities involving the sale of products, coupons, raffle tickets and services, such as; car washes, bake sales and coin drops for those sports and age groups reported to us.

Note: Sports organizations that may not be eligible for the program outlined below and/or have more complex coverage needs should visit our Amateur Sports Associations program administered in our Sports Unit.



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Class A Sports

- Box Lacrosse
- Broomball
- Diving
- Dodgeball
- Gymnastics
- Ice Hockey
- Inline Hockey
- Inline Skating (speed)
- Lacrosse (age 20 & over)
- Roller hockey (inline)
- Umpire/referee associations for Class A Sports
- Water Hockey (age 20 & over)
- Water Polo (age 20 & over)
- Weightlifting (age 20 & over)
- Wrestling (age 20 & over)

Class B Sports

- Baseball/T-ball
- Basketball
- Baton twirling
- Cricket
- Dance team (age 19 & under)
- Drill team (age 19 & under)
- Flag/touch football
- Frisbee
- Golf
- Kickball
- Pickleball
- Softball
- Swimming
- Team handball
- Tennis
- Track & field
- Ultimate frisbee
- Umpire/referee associations for Class B sports
- Volleyball
- Water polo (age 19 & under)
- Weightlifting (age 19 & under)

Class C Sports

- Baseball/T-ball
- Basketball
- Baton twirling
- Cricket
- Dance team (age 19 & under)
- Drill team (age 19 & under)
- Flag/touch football
- Frisbee
- Golf
- Kickball
- Pickleball
- Softball
- Swimming
- Team handball
- Tennis
- Track & field
- Ultimate frisbee
- Umpire/referee associations for Class B sports
- Volleyball
- Water polo (age 19 & under)
- Weightlifting (age 19 & under)

Notable Exclusions

- 24-hour Premises Liability
- Abuse, Molestation, harassment or sexual conduct
- All operations listed as ineligible
- Amusement Devices (e.g.: rides, slides, inflatables, bungees, climbing walls, or dunk tanks)
- Asbestos
- Baby-Sitting/Child Care Services
- Carnivals/Festivals
- Communicable Diseases (effective 7/1/20 and after)
- Concerts
- Cryogenic chambers/therapy
- Employment-Related Practices
- Events involving Gambling (e.g.: bingo, casino nights, poker, Texas hold'em tournaments)
- Events where alcohol is furnished or served
- Fireworks
- Fungi or Bacteria
- Haunted Attractions
- Lead
- Non-rostered participants at tournaments hosted by the insured
- Operation, ownership, or management of any athletic field or facility, other than while being used for covered activities
- Outside vendors/concessionaires in conjunction with your organization
- Sport Events/Activities involving participants in sports other than those reported and for whom a premium has been paid
- Transportation of Athletes/Participants
- Violation of statutes that govern e-mails, faxes, phone calls or other methods of sending materials or information



General Info & Quote



If you previously registered or logged in as an insurance agent on the K&K site, please choose YES. If you previously registered or logged in as a direct client, please choose NO.

Are you a licensed insurance broker or agent?

YES

NO

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